





The tag line for the app (which was inspired by my

understanding of the users) inspired my colour choices.

SHARE LOVE THROUGH FOOD

Think warmth, love, and of course... food.























Text and borders

Background colours

Links and buttons

Large Title SF Pro Rounded Bold 33

Title | SF Pro Rounded Semi-bold 27

Title 3 SF Pro Rounded Medium 21

Headline SF Pro Rounded Semibold 16

Body SF Pro Rounded Regular 16

Callout SF Pro Rounded Medium 15

Subhead SF Pro Rounded Medium 14

Footnote SF Pro Rounded Regular 12

Caption | SF Pro Rounded Regular 11

The soft edges of apple's SF Pro

Rounded typeface also made

me think of warmth.